

# CONTRACT



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

<u>Contract / Revision</u> 576615 /		<u>Alt Order #</u>
<u>Product</u> 12088		
<u>Contract Dates</u> 09/24/12 - 09/30/12		<u>Estimate #</u> 12088
<u>Advertiser</u> McCaskill/D/MO/US Senate		<u>Original Date / Revision</u> 09/20/12 / 09/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Mickie Reeves	<u>Sales Office</u> St. Louis - KTVI
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	2	09/24/12	09/30/12	Rams Weekly	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$500.00			
N 2	2	09/24/12	09/30/12	530a-6a	530a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T--F--				2	\$250.00			
N 3	2	09/24/12	09/30/12	M-F 6a-7a	6-630a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$550.00			
N 4	2	09/24/12	09/30/12	M-F 6a-7a	630-7a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-W-F--				3	\$600.00			
N 5	2	09/24/12	09/30/12	Fox 2 News at 7 am	7-730a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$500.00			
N 6	2	09/24/12	09/30/12	Fox 2 News at 7 am	730-8a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWT---				3	\$500.00			
N 7	2	09/24/12	09/30/12	Fox 2 News at 8 am	8-830a		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTW-F--				4	\$450.00			
N 8	2	09/24/12	09/30/12	Fox 2 News at 8 am	830-9a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$450.00			
N 9	2	09/24/12	09/30/12	M-F 5a-530a	5a-530a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$225.00			
N 10	2	09/27/12	09/27/12	M-F 9a-10a	9-930a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$200.00			
N 11	2	09/25/12	09/25/12	M-F 9a-10a	930-10a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$200.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 09/24/12 - 09/30/12	<u>Product</u> 12088	<u>Estimate #</u> 12088
<u>Advertiser</u> McCaskill/D/MO/US Sena		<u>Original Date / Revision</u> 09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	2	09/24/12	09/30/12	M-F 10a-11a	10a-11a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$175.00			
N 13	2	09/24/12	09/30/12	Fox 2 News Midday	11-1130a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$175.00			
N 14	2	09/24/12	09/30/12	M-F 230p-3p	230p-3p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$125.00			
N 15	2	09/24/12	09/30/12	M-F 3p-330p	3p-330p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$200.00			
N 16	2	09/24/12	09/30/12	M-F 330p-4p	330p-4p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$200.00			
N 17	2	09/24/12	09/30/12	M-F 4p-430p	4p-430p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-T---				2	\$225.00			
N 18	2	09/24/12	09/30/12	M-F 430p-5p	430p-5p		:30			NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-WTF--				4	\$425.00			
N 19	2	09/24/12	09/30/12	M-F 5p-530p	5p-530p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-T---				3	\$600.00			
N 20	2	09/24/12	09/30/12	M-F 530p-6p	530p-6p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-W-F--				3	\$550.00			
N 21	2	09/24/12	09/30/12	M-F 6p-630p	6p-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$550.00			
N 22	2	09/24/12	09/30/12	M-F 630p-7p	630p-7p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$450.00			
N 23	2	09/24/12	09/30/12	FOX Prime Monday 7-8p	7p-8p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$2,000.00			
N 24	2	09/24/12	09/30/12	FOX Prime Tuesday 7-8p	7p-8p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,000.00			
N 25	2	09/24/12	09/30/12	The X Factor	The X Factor		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,000.00			
N 26	2	09/24/12	09/30/12	The X Factor	The X Factor		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$2,000.00			
N 27	2	09/24/12	09/30/12	FOX Prime Thursday 8-9p	8p-9p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,500.00			
N 29	2	09/24/12	09/30/12	M-F 9p-10p	9-930p		:30			NM	5	\$4,500.00

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09/24/12 - 09/30/12	12088	12088
Advertiser		Original Date / Revision
McCaskill/D/MO/US Sena		09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots      Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$900.00			
N 30	2	09/24/12	09/30/12	M-F 9p-10p	930-10p		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TW----				2	\$850.00			
N 31	2	09/24/12	09/30/12	Fox 2 News Edge	10p-1035p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$700.00			
N 32	2	09/24/12	09/30/12	FOX Prime Tuesday 8-9p	8p-9p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,000.00			
N 33	2	09/24/12	09/30/12	FOX Prime Friday 7-8p	7p-8p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$600.00			
N 34	2	09/24/12	09/30/12	FOX Prime Friday 8-9p	8p-9p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$600.00			
N 35	2	09/24/12	09/30/12	Su 9p-10p	9p-10p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$700.00			
Totals											62	\$39,350.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	62	\$39,350.00	\$33,447.50
Totals	62	\$39,350.00	\$33,447.50

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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